

THAT WHICH IS CLAIMED IS:

1. A method of providing a customer-selected remote control feature package in a vehicle, the method comprising:

installing a universal remote control device
5 in the vehicle, the universal remote control device comprising a controller and a wireless receiver cooperating therewith for permitting wireless enabling of the customer-selected remote control feature package from among a plurality of possible remote control
10 feature packages;

negotiating sale or lease of the vehicle with the customer and comprising

offering the plurality of possible remote control feature packages to the customer,
15 and

accepting an order for the customer-selected remote control feature package from the customer; and

wirelessly enabling the customer-selected
20 remote control feature package for the universal remote control device.

2. A method according to Claim 1 further comprising delivering the vehicle to the customer after negotiating and prior to wirelessly enabling.

3. A method according to Claim 1 wherein installing is performed prior to negotiating.

4. A method according to Claim 1 wherein installing is performed after negotiating.

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same entity.

to the vehicle dealer.

10. A method according to Claim 1 wherein negotiating is performed by a vehicle dealer; and wherein installing is performed prior to vehicle delivery to the vehicle dealer.

11. A method according to Claim 1 wherein installing comprises installing the universal remote control device to perform at least one of security, remote keyless entry and remote engine starting
5 features associated with respective customer-selected remote control feature packages.

12. A method according to Claim 11 wherein security comprises vehicle position tracking.

13. A method according to Claim 12 wherein the universal remote control device comprises a GPS receiver for performing the vehicle position tracking.

14. A method according to Claim 1 wherein the wireless receiver comprises a cellular radio receiver; and wherein the wirelessly enabling comprises using a cellular radio transmitter.

15. A method according to Claim 1 wherein the vehicle comprises a data communication bus extending therethrough; and wherein installing comprises connecting the universal remote control
5 device to the vehicle data communication bus.

16. A method of providing a customer-selected remote control feature package in a vehicle, the method comprising:

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providing a universal remote control device
5 comprising a controller and a wireless receiver
cooperating therewith for permitting wireless enabling
of the customer-selected remote control feature package
from among a plurality of possible remote control
feature packages;
10 installing the universal remote control
device in the vehicle;
negotiating sale or lease of the vehicle with
the customer and comprising
offering the plurality of possible
15 remote control feature packages to the customer,
the plurality of possible remote control feature
packages having respective different offering
prices, and
accepting an order for the customer-
20 selected remote control feature package from the
customer, the customer-selected remote control
feature package having a negotiated price
associated therewith;
wirelessly enabling the customer-selected
25 remote control package for the universal remote control
device; and
wherein providing, installing, negotiating
and wirelessly enabling are performed by a plurality of
different entities and further comprising sharing
30 revenue among the different entities based on the
negotiated customer-selected remote control feature
package.

17. A method according to Claim 16 further
comprising delivering the vehicle to the customer after
negotiating and prior to wirelessly enabling.

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18. A method according to Claim 16 wherein installing is performed prior to negotiating.

19. A method according to Claim 16 wherein installing is performed after negotiating.

20. A method according to Claim 16 wherein the providing and wirelessly enabling are provided by a same entity.

21. A method according to Claim 16 wherein negotiating is performed by a vehicle dealer; and wherein installing is performed after vehicle delivery to the vehicle dealer.

22. A method according to Claim 16 wherein negotiating is performed by a vehicle dealer; and wherein installing is performed prior to vehicle delivery to the vehicle dealer.

23. A method according to Claim 16 wherein installing comprises installing the universal remote control device to perform at least one of security, remote keyless entry and remote engine starting
5 features associated with respective customer-selected remote control feature packages.

24. A method according to Claim 23 wherein security comprises vehicle position tracking.

25. A method according to Claim 16 wherein the wireless receiver comprises a cellular radio

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receiver; and wherein the wirelessly enabling comprises using a cellular radio transmitter.

26. A method according to Claim 16 wherein the vehicle comprises a data communication bus extending therethrough; and wherein installing comprises connecting the universal remote control
5 device to the vehicle data communication bus.

27. A system for providing a customer-selected remote control feature package in a vehicle, the system comprising:

a universal remote control device for
5 installation in the vehicle, said universal remote control device comprising a controller and a wireless receiver cooperating therewith for permitting wireless enabling of the customer-selected remote control feature package from among a plurality of possible
10 remote control feature packages; and

a customer-selected remote control feature package processing station for

receiving an order for the customer-selected remote control feature package,
15 wirelessly enabling the customer-selected remote control package for the universal remote control device based upon the order, and
sharing revenue among different entities
based upon the customer-selected remote control
20 feature package.

28. A system according to Claim 27 wherein said customer-selected remote control feature package

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processing station comprises an accounting database for sharing the revenue.

29. A system according to Claim 27 wherein said universal remote control device performs at least one of security, remote keyless entry and remote engine starting features associated with respective customer-
5 selected remote control feature packages.

30. A system according to Claim 27 wherein said universal remote control device comprises a GPS receiver for performing vehicle position tracking.

31. A system according to Claim 27 wherein said wireless receiver comprises a cellular radio receiver; and wherein said processing station wirelessly enables the customer-selected remote control
5 feature package using a cellular radio transmitter.

32. A system according to Claim 27 wherein the vehicle comprises a data communication bus extending therethrough; and wherein said universal remote control device interfaces to the vehicle data
5 communication bus.

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